(2) detecting the presence of an instruction, code or datum, associated with said instruct signal, which is effective at the subscriber station to generate one or more subscriber station specific data or to select and assemble a plurality of specific subscriber station specific data into a signal string;

(3) processing at the subscriber station one or more inputted data and performing, in response to said detected instruction, one of:

(a) generating one or more subscriber station specific data and communicating said generated one or more subscriber station specific data to a transmitter; and

(b) selecting and assembling into a signal string a specific plurality of subscriber specific data and communicating said signal string and said selected specific plurality of subscriber specific data to a transmitter; and

(4) transmitting said communicated one or more generated subscriber station specific data or said communicated signal string and specific plurality of subscriber specific data to said one or more remote collection stations.

22. The method of claim 21, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to receive one or more specific mass medium programs, data, news items, or computer control instrutions; and

receiving one or more specific mass medium programs, data, news items, or computer control instrutions in accordance with said instruction.

23. The method of claim 21, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to process or present one or more mass medium programs, data, news items, or computer control instrutions in a specific fashion; and

processing or presenting one or more specific mass medium programs, data, news items, or computer control instrutions in accordance with said instruction.

24. The method of claim 21, wherein said instruct signal is detected in an information transmission from a data or programming source, said method further comprising the steps of:

programming a processor to respond to an instruct signal communicated from a data or programming source;

receiving an information transmission from a data or programming source;

inputting at least some of said information transmission to a control signal detector;

detecting said instruct signal in said information transmission; and

passing said instruct signal to said processor.

25. A method of signal processing at a receiver station, said receiver station including a receiver and a processor, said method comprising the steps of:

receiving on said receiver identification signals that identify specific signal content for at least one of a plurality of concurrent broadcast or cablecast signal transmissions;

providing a comparison signal to said processor;

comparing said comparison signal to said identification signals and generating a control signal identifying a desired one of said plurality of broadcast or cablecast signal transmissions;

tuning said receiver, based on said generated control signal, to receive said desired one of said plurality of broadcast or cablecast signal transmissions;

inputting at least some of said desired signal transmission to said processor; and

responding to an instruct signal detected in said desired signal transmission which is effective to control a receiver station apparatus and a code or datum to serve as evidence of the passing of said instruct signal to a controllable apparatus or of the functioning of said controllable apparatus in response to said instruct signal.

26. A method of controlling a remote intermediate data transmitter station to communicate data to one or more receiver stations, with said remote transmitter station including a broadcast or cablecast transmitter for transmitting one or more signals which are effective at a receiver station to instruct a computer or processor, a plurality of selective transmission devices each operatively connected to said broadcast or cablecast transmitter for communicating a unit of data, a data receiver, a control signal detector, and a controller or computer capable of controlling one or more of said selective transmission devices, and with said remote transmitter station adapted to detect the presence of one or more control signals, to control the communication of specific instruct signals in response to detected specific control signals, and to deliver at its broadcast or cablecast transmitter one or more instruct signals, said method of communicating comprising the steps of:

(1) receiving an instruct signal and a code or datum to be transmitted by the remote intermediate data transmitter station and delivering said instruct signal and said code or datum to a transmitter, said instruct signal being operative at a receiver station to control a receiver station apparatus, said code or datum being operative at said receiver station to serve as evidence of the passing of said instruct signal to a controllable apparatus or of the functioning of said controllable apparatus in response to said instruct signal;

(2) receiving one or more control signals which at the remote intermediate data transmitter station operate to control the communication of said instruct signal; and

(3) transmitting said one or more control signals to said transmitter before a specific time.

27. The method of claim 26, further comprising the step of embedding a specific one of said one or more control signals in said instruct signal or in an information transmission containing said instruct signal before transmitting said instruct signal to said remote transmitter station.

28. The method of claim 26, wherein said specific time is a scheduled time of transmitting said instruct signal or some information associated with said instruct signal from said remote intermediate data transmitter station and said one or more control signals are effective at said remote intermediate data transmitter station to control one or more of said plurality of selective transmission devices at different times.

29. A method of processing signals at a receiver station having a computer and a television monitor to deliver at the television monitor a combined or sequential presentation of a program and a user specific output, said method comprising the steps of:

storing user data of interest;

receiving from a television programming source an information transmission containing television programming;

transferring said television programming to said television monitor and displaying the television programming;

detecting in said information transmission one or more instruct signals which are operative to control a receiver station apparatus and a code or datum to serve as evidence of the passing of said instruct signal to a controllable apparatus or of the functioning of said controllable apparatus in response to said instruct signal;

controlling said computer based on said detected one or more instruct signals, said step of controlling comprising:

(1) selecting a specific portion of said stored user data of interest;

(2) communicating said selected specific portion of said stored user data of interest to said television monitor; and subsequently

(3) ceasing to communicate said specific portion to said television monitor; and

said combined or sequential output of said received television programming and said selected specific portion of said stored user data of interest is delivered at said television monitor in the period of time between said step of communicating said

selected specific portion to said television monitor and said step of ceasing to communicate said selected specific portion to said television monitor.

30. The method of claim 29, further comprising one from the group consisting of:

programming said receiver station to process viewer data of interest and to respond to one or more instruct signals associated with a television program;

receiving a command embedded in or associated with a signal that contains a television program;

storing a locally input command that designates or specifies one of:

(1) a television program to be displayed or recorded;

(2) a fashion in which to present a television program or some computer output; and

(3) a time in which to display some television programming or computer output;

controlling a processor or computer to process a viewer reaction to a unit of programming or an image displayed at said television monitor, said step of controlling comprising the steps of:

(1) assembling a record that includes additional data besides said viewer reaction; and

(2) transmitting said record to a remote data collection station;

controlling a processor or computer to process a viewer reaction to a unit of programming or an image displayed at said television monitor, said step of controlling comprising the steps of:

(1) detecting a datum that identifies a unit of programming or an image displayed at said television monitor; and

(2) transmitting said datum to a remote data collection station;

controlling a processor or computer to process a viewer reaction to a unit of programming or an image displayed at said television monitor, said step of controlling comprising the steps of:

(1) storing a datum that identifies a unit of programming or an image displayed at said television monitor; and

(2) passing data of the availability, use or usage of programming or an image to a processor or computer that controls the selection or communication of program materials for display at said receiver station; and

controlling a processor or computer to process a viewer reaction to a unit of programming or an image displayed at said television monitor, said step of controlling comprising the steps of:

(1) controlling a receiver to receive or a storage location to communicate a unit of programming associated with said unit of programming or image or in response to said viewer reaction; and

(2) outputting said communicated unit of programming at an output device of said receiver station.

31. A method of generating and encoding signals to control a presentation comprising the steps of:

receiving and storing a program that contains video information;

receiving an instruction and a code or datum, said instruction having effect at a user station to control a receiver station apparatus, said code or datum having effect at said user station to serve as evidence of the passing of said instruct signal to a controllable apparatus or of the functioning of said controllable apparatus in response to said instruct signal;

encoding said instruction, said step of encoding translating said instruction to a control signal, said control signal for directing a processor at a user station to perform said effect indicated by said instruction with said program;

storing said control signal from said step of encoding in conjunction with said program; and

storing said code or datum from said step of receiving in conjunction with said program and said control signal.

32. The method of claim 31, wherein supplemental program material is stored at the same location as said processor and said control signal from said step of encoding directs said processor to generate a video overlay that is coordinated with said video information in said program, said method further comprising one step of the group consisting of:

storing supplemental program material in conjunction with said program and said control signal; and

storing a second control signal in conjunction with said program and said control signal from said step of encoding, said second control signal having effect at a user

station to query a remote station or receive supplemental program material in a broadcast or cablecast transmission.

33. The method of claim 31, wherein said control signal from said step of encoding directs said processor to generate a video overlay that is coordinated with said video information in said program, said method further one step of the group consisting of:

transmitting a combined video signal from said program and said video overlay generated by said processor over a broadcast or cablecast network to a plurality of receiver stations; and

transmitting a combined video signal from said program and said video overlay generated by said processor to a co-located video display.

34. The method of claim 31, further comprising the steps of:

receiving a second instruction, said second instruction being one of the group consisting of:

(1) an instruction which is effective at a user station to generate some output to be associated with said program;

(2) an instruction which is effective at a user station to generate some output to be associated with said product, service, or information presentation;

(3) an instruction which is effective at a user station to display a combined or sequential presentation of a mass medium program and a user specific datum;

(4) an instruction which is effective at a user station to process a user reaction to said program;

(5) an instruction which is effective at a user station to communicate to a remote station a query in respect of information to be associated with said program or to enable display of said program;

(6) an instruction which is effective at a user station to control a user station to receive information to supplement said program;

(7) an instruction which is effective at a user station to process a digital television signal which is separately defined from standard analog television; and

(8) an instruction which is effective at a user station to serve as a basis for enabling an output device to display at least some of said program or for enabling a processor to process some executable code.

encoding said second instruction, said second step of encoding translating said second instruction to a second control signal, said second control signal for directing said ancillary processor to perform said specified second effect indicated by said second instruction with said program; and

storing said second control signal from said second step of encoding in conjunction with said program.

35. The method of claim 31, further having one the group consisting of:

embedding said control signal in the non-visible portion of a television signal;

embedding a code in said program that enables a computer or controller to control a presentation of said program in accordance with said control signal;

communicating a program unit identification code and storing said program unit identification code at a storage location associated with said program; and

communicating to and storing at a storage location associated with said program some information to evidence an availability, use, or usage of said program at a user station.

36. A method of controlling a network of a plurality of receiver stations each of which includes a broadcast or cablecast signal receiver, at least one processor, a signal detector, said signal detector adapted to receive signals from a broadcast or cablecast signal, and said processor programmed to respond to signals from said detector, and said method of controlling comprising the steps of:

(1) receiving at a broadcast or cablecast transmitter station an instruct signal which is effective at said plurality of receiver stations to control a receiver station apparatus and a code or datum to serve as evidence of the passing of said instruct signal to a controllable apparatus or of the functioning of said controllable apparatus in response to said instruct signal;

(2) transferring said instruct signal and said code or datum from said transmitter station to a transmitter;

(3) receiving one or more control signals at said transmitter station, said control signals designating at least one receiver station of said plurality of receiver stations in which said instruct signal is addressed; and

(4) transferring said one or more control signals from said transmitter station to a transmitter, said transmitter station broadcasting or cablecasting said instruct signal, said code or datum, and said one or more control signals to said plurality of receiver stations.

37. The method of claim 36, wherein said instruct signal or said control signal is embedded in the non-visible portion of a television signal or a multichannel broadcast or cablecast signal that contains video.

38. The method of claim 36, wherein said one or more control signals identifies two of said plurality of receiver stations asynchronously and each of said two receiver stations receive and respond to said instruct signal asynchronously.

39. The method of claim 36, wherein a switch communicates signals selectively from a receiver and a memory or recorder to a transmitter, said method further comprising one from the group consisting of:

detecting a signal which is effective at the transmitter station to instruct communication;

determining a specific signal source from which to communicate a signal to a transmitter;

controlling said switch to communicate a signal to said transmitter in response to a signal

which is effective at the transmitter station to instruct communication;

controlling said switch to communicate a signal from a selected signal source; and

controlling said switch to communicate to said memory or recorder a signal which is effective at the receiver station to instruct.

40. The method of claim 36, wherein a controller controls a switch to communicate to a transmitter a selected signal, further comprising one from the group consisting of:

detecting a signal which is effective at the transmitter station to instruct transmission;

inputting to said controller a signal which is effective to control said switch;

controlling said switch to communicate one or more signals according to a transmission schedule;

controlling said switch to communicate from a specific one of a plurality of signal sources; and

controlling said switch to communicate a signal to a selected one of a plurality of transmitters.

41. The method of claim 36, further comprising one from the group consisting of:

transmitting to a receiver station one or more data that designate a time or a channel of transmission of said instruct signal or that specify the title of or some subject matter contained in a unit of mass medium programming or data associated with said instruct signal; and

transmitting to a receiver station a control signal to cause said receiver station to tune to a broadcast or cablecast transmission containing a specific instruct signal.